

5 A Day-type programmes throughout the world: lessons from Australia, Norway, Canada, Germany and Great Britain

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With the introduction of the 5 A Day initiative in the USA^{1,2}, a social marketing model based upon behaviour modification, community-based interventions and public-private partnership has been available for adaptation by nations throughout the world. The simplicity, as well as the flexibility, of the 5 A Day message – to consume at least five servings of vegetables and fruits each day for better health – has proven to be one of its selling points, and many countries have adapted elements of the model as their own.

The experiences of other nations have reinforced the most essential elements of the US model:

1. A foundation in a governmental, nationwide nutrition policy that emphasizes fruit

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and vegetable consumption and that is supported by scientific research. Such a foundation provides the credibility essential to making a 5 A Day-type programme a consumer education initiative, rather than merely an advertising campaign.

2. Strong partnerships between public entities, non-profit associations, industry representatives and other players. Each partner brings to the table distinct resources and expertise essential to the success of such a far-reaching effort.

3. A public partner that is respected by the general population, acknowledged as a credible source of information and connected throughout the country. For example, the US programme relies on the support of the National Cancer Institute (NCI), an extremely credible and powerful partner for the programme that ensures the scientific integrity and nutritional accuracy of the programme. The NCI also has a network of contacts in each state department of health. These local coordinators are key to spreading the 5 A Day message at the state and community level.

4. Industry involvement, promotion and funding. Growers, packers, shippers, wholesalers, retailers and food service operators have access to a wide variety of methods to reach and educate consumers. These diverse resources are best utilized if coordinated by an organization dedicated to the 5 A Day effort. In the USA, this organization is the Produce for Better Health Foundation (PBH). Such an organization performs the following functions:

- Promoting the programme to industry players. A coordinating organization promotes to and convinces companies that the message can serve their best interests.
- Licensing participants. To help ensure that industry partners use the 5 A Day message appropriately, a licensing procedure is essential. In the USA, in order to use the 5 A Day logo and materials, companies must agree to abide by a specific set of guidelines and must pay a licensing fee that helps to support the programme's activities.
- Coordinating avenues of communication available through industry.
- Developing marketing themes, campaigns and support programmes.
- Fundraising.

5. A strong programme identity and message. As noted in the examples to follow, programmes whose initial message merely encouraged the consumption of 'more' fruits and vegetables discovered that people believed they were eating enough. Assigning a number of servings and even explaining how to measure a serving made the message more concrete.

6. A clearly defined target audience. Given the limited resources of most 5 A Day-type programmes, it is important to identify, research and target the audience upon whom the programme can make the greatest impact. Then the programme must identify the important characteristics of this group (age, marital status, employment, annual income, etc.) and the media to which it has access. This information will play an important role in shaping the programme's messages and channels of communication.

7. A strategic planning component. Long-range planning maximizes the use of programme resources, funding and personnel.

8. A strategy for evaluation and measurement. An initial benchmark must be established (e.g. average consumption at the outset of a 5 A Day programme) in order to

measure the programme's success. Then systems must be established to identify needs as they arise and to measure the effectiveness of the programme. This can be accomplished through the use of surveys, focus group research, sales rate evaluation and other types of data.

International initiatives

The first 5 A Day for Better Health International Symposium brought together public health and industry leaders who reviewed 5 A Day-type efforts in countries facing variable challenges. The experiences of these programmes and the lessons learned by those who initiated them provide valuable demonstrations for other countries and government entities. Achieving the twin goals of raising awareness and raising consumption is a long-term process, often one of trial and error, and certainly one of identifying, engaging and maintaining effective partnership arrangements and funding sources. In fact, the most critical recurrent theme is the importance of governmental and industry partnerships in designing and implementing the programmes. Without partnerships, the channels the programmes may pursue to convey their messages are less diverse, and the messages are less specific, which tends to limit their effectiveness. How the programme will be managed and who will manage it must be clear. Only then can the target audience be identified and the message be refined and delivered.

5 A Day-type initiatives in Australia

The need for a planned approach to the promotion of fruit and vegetable consumption in Australia was driven by two factors: (i) an improved understanding of the potential health benefits of fruit and vegetables as new scientific evidence emerged; and (ii) survey data showing that fruit and vegetable consumption in Australia was lower than the recommended levels³. Programmes were initiated at the state, rather than the national, level through both government agencies and non-government organizations.

Two major initiatives, which utilized a quantitative message – similar to the approach of 5 A Day – took place in Western Australia (WA) and Victoria. These are two better known examples of the health sector working with their local industry partners and community groups, but major campaigns were also conducted in New South Wales and South Adelaide; with New South Wales running separate campaigns for vegetables and fruits, based on advertising agency advice.

The WA campaign started in the late 1980s with the message 'Fruit 'n' Veg with Every Meal'⁴. The WA Health Department provided the statewide leadership necessary to direct the campaign and to provide the credibility and scientific voice to the campaign. The campaign utilized multiple integrated strategies based on social marketing principles. Based upon evaluation showing a limited impact of the 'Fruit 'n' Veg with Every Meal' slogan, in 1991 the department moved to using a quantitative

message – ‘2 Fruit ‘n’ 5 Veg Every Day’. The results of this new phase of the campaign were more positive.

Based on the WA success, this was followed in Victoria with the ‘2 Fruit ‘n’ 5 Veg Every Day’ campaign between 1992 and 1995. This campaign was similar and included many of what had been considered important features of the WA campaign. It also drew on aspects of the 5 A Day for Better Health Program from the USA in placing a greater emphasis on formal industry partnerships.

An example of a new programme is the Fresh School Sport 2000 campaign in New South Wales. This is being implemented in direct response to the need to increase fruit and vegetable consumption among school-age children. It is being implemented through the Department of Education with the involvement of the Department of Health, Sydney Fresh Fruit Markets and other industry groups.

Government policy and research

The *Dietary Guidelines for Australians*, endorsed by the National Health and Medical Research Council⁵, stresses the importance of fruit and vegetables in a healthy diet and has played an important role in defining and supporting these types of campaigns. At a state level, a range of surveys measuring knowledge, attitudes and behaviour also reinforced this. In WA, identified barriers to increasing consumption of fruit and vegetable included habit, lack of knowledge about the amount of fruit and vegetable to eat for good health, concern about high prices and poor quality, particularly of fruit, and ‘boredom’ with and lack of preparation ideas for vegetables. This type of information led directly into the development of a strategy that aims to:

- increase awareness of the recommended amounts per day of fruit and vegetables;
- encourage increased consumption of fruit and vegetables;
- provide consumers with recipes and ideas for ways to prepare healthy, convenient and inexpensive meals and snacks that feature fruit and vegetables;
- promote among the horticultural industry, commercial practices which encourage consumers to eat more fruit and vegetables; and
- promote among the food service industry, commercial practices which encourage consumers to eat more fruit and vegetables.

Leveraging involvement

The Australian campaigns have sought to involve government, health agencies and industry groups. In WA and Victoria, Primary Product Promotions and the Melbourne Fresh Centre Market Trust, respectively, assisted the Health Department of Western Australia and the Victorian Food and Nutrition Program to coordinate and implement the campaign. These bodies were recognized by the industry as the peak organizations for the coordination of fruit and vegetable promotions in their respective states. They have close links with growers, wholesalers, transporters, packagers, retailers and industry organizations.

The involvement of health organizations changed over time. Early involvement was limited but this changed as the body of evidence on the link between fruit and vegetable consumption and diseases such as cancers became stronger. This has continued and organizations such as the Anti Cancer Council and, more recently, the National Heart Foundation have been very involved in the promotion of fruit and vegetables.

The role of other arms of government has also been recognized in supporting the programme. The most important example of this has been linkages with local departments of agriculture, which have the capacity to support industry involvement and commitment in different ways to the health sector.

Partnerships were formed with each of the participating organizations and groups. As much as possible of this was achieved through the development of collaborative approaches to the implementation of the campaigns. Perhaps the most difficult aspect of building partnerships was in terms of engaging industry in a generic fruit and vegetables campaign. It was typically found that industry groups were more likely to be interested in initiatives that specifically promoted their type of produce.

Creating a campaign logo

The WA campaign was launched in 1990 and used 'Fruit 'n' Veg with Every Meal' as its logo providing a distinguishing feature present on all campaign materials. However, as the campaign evolved, it became apparent that the message needed to be strengthened: simply recommending people to eat more fruits and vegetables, without providing numerical guidance gave consumers no indication of how much was recommended. Many thought they were already eating enough. Subsequent phases of the WA campaign therefore used the stronger statement '2 Fruit 'n' 5 Veg Every Day' to encourage consumers to evaluate their own intake in terms of the specific amounts being recommended.

The Victorian campaign used the '2 Fruit 'n' 5 Veg Every Day' statement as its primary message from its onset. The decision to use the minimum recommended number of servings as the logo and main communication message was based on early evaluation results of the WA 'Fruit 'n' Veg with Every Meal' campaign supporting this approach.

Licensing and monitoring the campaign

Programme material has been made available for use but typically this has involved the use of programme material from another state government department. In particular the WA programme material has been used in a number of other state programmes. The agreement for the use of these materials included provisions to ensure a degree of control over their use. Capacity for monitoring compliance was limited to what could be observed.

Themes/marketing methods/communication approaches

Australian campaigns have used multiple integrated strategies. This approach was developed in the WA 'Fruit 'n' Veg with Every Meal' campaign and subsequently adopted or extended for use in other states. The specific strategies chosen were designed to influence factors considered to be 'building blocks' for achieving changes to consumption of fruit and vegetables. These other factors include barriers and supports to change, the influence of groups such as health professionals and structural changes in the food supply industry.

Paid media were used to raise awareness of the need to eat more fruit and vegetables. Unpaid media, cook books, food demonstrations, point-of-sale promotions, school and catering promotions, publications, sponsorships and collaborative actions with industry were all used as well.

The Victorian campaign also included a separate set of objectives developed to deal with industry participation and the formation of partnerships and alliances to support the campaign's aims.

Evaluation

Evaluation strategies have primarily focused on changes in knowledge and attitude. In WA changes were measured against the original baseline surveys carried out at the beginning of the campaign. Results included a high level of awareness of the campaign and knowledge of the message as well as increased awareness of the importance of fruit and vegetable consumption. Reported consumption was shown to have increased⁶.

In Victoria evaluation data were collected annually. Over the course of the campaign, patterns in the level of public awareness, reported consumption and beliefs about appropriate levels of consumption tended to parallel changes in the level of mass media investment. During the campaign's most intense period of promotion activity, significant increases were noted in all of these variables⁷.

Lessons learned

A number of specific lessons have been learned from these programmes. Achieving the involvement and participation of industry groups has been a challenge. This has included industry's expectation for more direct promotion of specific fruits and vegetables (i.e. relevant to individual industry groups) as well as a government appropriation of more significant levels of funding.

The view has been expressed that previous campaigns have focused almost entirely on increasing knowledge while paying inadequate attention to structural issues inherent in promoting fruit and vegetable consumption. Subsequent initiatives have made greater efforts to work with targeted industry areas (i.e. lunch bars/restaurants) to ensure fruit and vegetable availability. An issue in some parts of

Australia is access. In some remote areas, access to fruits and vegetables is a very real issue. Messages promoting increased fruit and vegetable consumption are potentially meaningless or even negative. Greater attention needs to be given to this issue, including the promotion of canned and frozen fruit and vegetables.

The view has been raised that future programmes should consider the promotion of fruit and vegetables separately. Existing consumption levels and attitudes to the two groups of foods are different, as are the barriers to increased consumption.

The success of the Australian campaigns has been attributed to the following key elements:

- strategically led and coordinated by the health sector;
- long-term approach to funding and promotion;
- strong alliances and partnerships between private and public health sectors and the fruit and vegetable industry;
- strategies based on established theoretical frameworks for dietary change and on results of consumer research;
- a comprehensive approach using a broad range of initiatives which encompass both demand and supply side strategies;
- addressing the wider social and environmental determinants of poor nutrition including institutional norms and the food supply;
- use of simple and positive health messages;
- support by established scientific credibility to underpin campaign messages and activities; and
- extensive and strategic use of mass media combined with concurrent supporting community activities.

A new campaign to promote fruit and vegetable consumption is currently being planned. For the first time this will be implemented on a national basis with planning being coordinated through the new nutrition alliance formed between the Commonwealth, State and Territory Governments of Australia. This is being developed under the auspices of a new national public health nutrition organization, SIGNAL. This committee has been formed as part of the development of a new National Nutrition Strategy and brings together health department representatives from the Commonwealth, State and Territory Governments.

5-A-Day-type initiatives in Norway

The National Nutrition Council (NNC) in Norway is a specialized administrative agency under the auspices of the Ministry of Health and Social Affairs, and is responsible for matters regarding food, nutrition and health issues in diet. In autumn 1995, the NNC decided to upgrade its efforts to promote the consumption of fruit and vegetables. Based on newfound knowledge about the correlation between cancer prevention and the consumption of fruit and vegetables, supplemented by knowledge about the consumption of fruit and vegetables in Norway, in spring 1996, the NNC drew up a document containing new recommendations for increasing the consumption

of fruit and vegetables. The recommendations advocate that people eat at least three vegetables and two fruits every day⁸.

A new action plan for 1996–2000 was drawn up to increase the consumption of fruit and vegetables in Norway. Based on knowledge about food consumption and potential preventive effects, children and young people and young men aged from 19 to 30 years were identified as being essential to goal achievement. Occasionally, an adult target group with children has been selected because it can influence the eating habits of children and young people.

Adequate access is a prerequisite for increasing produce consumption. Schools, the military, company canteens and grocery stores have therefore been identified as important areas in which efforts should be invested in addition to information activities. The message being conveyed is two-fold: eating more fruits and vegetables is good for you and a high intake of fruits and vegetables reduces the risk of cancer. The 5 A Day concept was chosen to epitomize the message.

For many years, the NNC has cooperated closely with the produce industry, especially the Norwegian Fruits and Vegetables Marketing Board (NFVMB). The Marketing Board is a joint industrial organization for marketing and information activities in the produce sector, and it aims at promoting more overall consumption of fruits and vegetables in the short and long term. In 1995, the NFVMB decided to alter its strategy from focusing on the joys of good food to including an emphasis on the joys of good health. An initiative was taken to encourage closer cooperation between producers, wholesalers, suppliers and the NFVMB. As a result of this renewed interest and heightened emphasis, several joint projects have been initiated: increasing the availability of fruits and vegetables in the school system, an innovative media campaign primarily targeted at women, and a worksite-based programme called 'Green Canteens'.

Fruits and vegetables in the school system (1996–2001)

In 1996, the NNC and NFVMB joined forces to set up a programme whereby primary school pupils (aged 6–13 years) could sign up for fruits and vegetables in the same way as they sign up for the school milk programme. The measure is based on close collaboration with Norwegian fruit and vegetable wholesalers. The goal is to establish a fruit and vegetable programme at every primary school and lower secondary school in Norway by 2001.

A Norwegian school lunch usually consists of a lunch box of open-faced sandwiches brought from home and a carton of milk distributed on a subscription basis. Surveys indicate that only two in 10 pupils bring a piece of fruit or vegetable as part of their lunch. The goal is to get children and young people to eat at least one fruit/vegetable unit during the school day. The NNC recommends that school lunches consist of sandwiches, low-fat milk, fruit and/or vegetables. The NNC has drawn up guidelines for school lunches, indicating that the schools should offer fruits and vegetables in addition to milk. These recommendations have been incorporated into regulations to promote public health throughout the school system.

The project gives pupils the opportunity to sign up to have a piece of fruit or vegetable every day when they pick up their carton of milk. The subscription generally consists of apples, bananas and carrots, supplemented by oranges and clementines when in season. A subscription costs NOK2 day⁻¹, to be paid by the parents. Produce wholesalers make deliveries to the schools twice a week. The schools are responsible for payment, storage and distribution of the produce. In peripheral areas, the produce is distributed through local grocery stores.

The NFVMB is at the heart of the project. Most of the routine work of the project is conducted by a project manager at the NFVMB, supplemented by efforts made by the NNC. To ensure an effective distribution of responsibilities, the NNC is in charge of lobbying politicians, schools and the public health authorities, while the NFVMB's efforts are directed at schools and wholesalers. The NNC and NFVMB collaborate on the development and overall management of the project, including the development of information materials, information activities and press/media efforts. 'Fruits and Vegetables at School', the project's logo, is used on letterheads and can be used in combination with the ordinary logos of the NNC or NFVMB. The project is funded by an annual allocation of NOK1.5 million from the collective agricultural agreement between Norway's farmers and agricultural authorities.

A broadly targeted information and marketing campaign is currently in progress. Targeted information materials have been prepared for school administrators, parents/pupils and wholesalers. In addition to written information, school and health authorities and school administrators are kept informed about the programme through special meetings organized at the county and municipal levels. Each individual school decides whether or not to participate in the programme. The schools receive a complimentary fruit basket at the beginning of the school year to remind them about the programme.

Parental support has proved to be an essential element in getting schools to introduce the programme. Programme information is posted to parents directly. Newspaper advertisements also generate parental interest in the initiative. The primary message conveyed to schools is that they get healthier, happier students. Messages sent to parents emphasize that five fruits and vegetables a day are good for their children's health and prevent cancer and cardiovascular diseases. The children are taught that a fresh, juicy piece of fruit or vegetable is a delicious addition to their lunch.

In autumn 1998, the programme was introduced in four of Norway's 19 counties, covering approximately one-fifth of the pupils in the targeted age group. In autumn 1999, the programme was underway in eight counties which covered approximately one-half of the pupils. The programme has now been implemented at just less than half the schools in these counties, and has attracted about 50% of the pupils in participating schools.

Each school's experience of the practical implementation of the subscription programme and of how the programme affects pupils' intake of fruits and vegetables has been identified through a questionnaire survey performed on 1300 pupils in the autumns of 1997 and 1998. The survey was taken at participating and non-participating schools alike. The results indicate that the programme works well and demands far less work and time than the schools expected and used as an argument

for not participating. Data on pupils' intake of fruits and vegetables will be available late in 1999.

The challenges ahead include establishing a distribution system to cover all the country's schools – without incurring shipping and handling charges that make the price of the programme prohibitive to many parents. In order for this to occur, wholesalers must agree to deliver produce to peripherally located schools. Some form of government subsidy may be necessary as well. Another challenge will be to get all schools to participate voluntarily in the programme without financial compensation. To accomplish this, municipal school authorities and politicians must be more strongly involved in the project.

Media campaigns: Fruits and Vegetables Against Cancer (1996–2000)

'Fruits and Vegetables Against Cancer' is a nationwide campaign jointly sponsored by the NNC, the Norwegian Cancer Society (NCS) and the NFVMB. The NCS is an umbrella agency for voluntary cancer work in Norway. The NCS's main objectives are cancer research, prevention and information. The collaboration is formalized in a special cooperative agreement, and a logo has been designed as a unifying symbol for the campaign and the message.

The primary objective is to prevent cancer by increasing the consumption of fruits and vegetables. The primary target group is women and men from 18 to 50 years of age. To date, the primary focus has been a media campaign aimed at increasing the general public's awareness that eating fruits and vegetables reduces the risk of cancer. In 1997, an ad campaign was run in various media, including newspapers, magazines and professional journals, dramatizing the fact that eating more fruits and vegetables reduces the risk of developing cancer by focusing on stomach, breast and uterine cancer. To emphasize the genuine eating pleasure derived from eating more fruits and vegetables, a recipe booklet, *Good Health in Every Delicious Bite*, was distributed through the grocery stores. In 1998, the campaign was supplemented with television commercials on a variety of channels. Further, Norwegian general practitioners and corporate canteens have been informed that they can order the recipe booklet.

The ad campaign was evaluated by means of an interview survey. The results indicate that the campaign has attracted considerable interest and has been perceived as a positive measure by most people. About 42% responded that they had adopted a more positive attitude to eating fruits and vegetables, and often answered that the campaign had persuaded them to buy more products⁹.

The level of knowledge about the correlation between fruits and vegetables and cancer is monitored through semiannual market surveys of a sample of 1000 randomly selected individuals. From spring 1996 to spring 1998, the number of people who were aware of the correlation increased from 14% to 29% of the population. In November 1998 the share of people with this knowledge had increased to 39%. The percentage that feels they eat too little produce is also on the rise.

Owing to differences in the participants' strategies for informing the general public about food and nutrition, the challenges involved in working together have

revolved around reconciling the 'good health' message with the 'good taste' message in the information campaign. It has been necessary for the NFVMB to alter its strategy from telling about the joys of good food to also including the joys of good health. We have learned that more money is needed to influence the wholesalers to commit themselves to the campaign from the beginning.

Green Canteens

'Green Canteens' is a collaborative project between the NNC and NFVMB that started in 1997 and is considered to be an integral part of the 'Fruits and Vegetables Against Cancer' campaign. The goal is to increase the consumption of fruits and vegetables in worksite canteens. The project is particularly concerned with educating canteen staff. This is accomplished by arranging courses, educational excursions and lectures, and by using consultants, developing recipe collections for canteens and various media activities. Efforts are being made to develop a 'Green Canteen' certification system. The project uses the 'Fruits and Vegetables Against Cancer' logo for marketing purposes.

In 1999 the 'Green Canteen' programme was introduced to canteens in four of the 19 counties in Norway. Plans are currently underway to expand the programme nationwide. A representative nationwide baseline test carried out in 1998 showed that only 3% of the canteens regularly served fruits and vegetables in connection with meetings. Forty per cent of the canteens answered that they want to increase their consumption of fruits and vegetables, but that they needed information on how to do this. The baseline test will be followed up by new surveys to evaluate the canteen programme.

5 A Day-type initiatives in Canada

In 1972 the Canadian produce industry recognized the need to actively promote produce consumption to consumers. To accomplish this, a national, non-profit association was established, the Fresh For Flavour Foundation. For a number of years the Foundation strove to educate consumers on the benefits of eating produce, the ease of preparation and the tastiness of fruits and vegetables. Information on buying, storing and preparing produce was developed and distributed throughout the health community, in produce departments and directly from the Foundation offices. In the early 1990s, the Board of Directors of the Canadian Produce Marketing Association (CPMA) and the Fresh For Flavour Foundation decided to amalgamate the Foundation into the CPMA to streamline operations of the two organizations. Prior to the merger, the Foundation had functioned as the promotional arm of the industry and shared both staff and board members with the CPMA. At the same time it was decided that the industry needed to develop a logo and slogan which would epitomize to consumers the message that the Foundation had concentrated on, while consolidating all industry promotions and messaging. The 'Reach For It!/Allez-Y!' programme was the industry's answer.

Establishing partnerships and leveraging involvement

In 1993, Health Canada, Canada's national government health department, released the new *Canada's Food Guide to Healthy Eating*¹⁰. The 'Reach For It!/Allez-Y!' programme launch was designed to coincide with the launch of the new food guide. Initially the programme was developed only by the industry through the CPMA. Since that time, various partnerships have been formed or are in the process of being formed. One partnership was with Health Canada, and two in the developmental stages are with national health agencies or private industry.

In any partnership there are obstacles which must be overcome in order to make the partnership workable for both parties. Dealing with a national government department presents a very unique set of obstacles. In working with the Canadian government, any programmes or products they endorse must adhere to *all* standards in place to protect the health of Canadians, not only in the section the partnership involves (i.e. *Canada's Food Guide to Healthy Eating*). For example, in the advertising campaign which carries Health Canada's logo, CPMA had to be very careful to make sure that any children pictured were seated in highchairs which meet Health Canada safety standards and that any sharp or hot object was out of their reach. In addition, although advertisements focus only on fresh fruits and vegetables, because of Health Canada's mandate, some of the ads featured foods from the other food groups of the food guide. Sensitivity to the agendas of other partners – such as the Canadian Cancer Society, the Heart and Stroke Foundation of Canada, the California Table Grape Commission, Sunkist, Del Monte Fresh Produce, Dole Foods, the Washington Apple Commission, the California Strawberry Commission, and many more – also governed decision making. Retail partners are willing to provide extensive financial support if their logos and/or products appear in the advertisements. However, 'Reach For It!/Allez-Y!' has had to be alert to any connection that prospective sponsors may have to tobacco companies.

Although it is necessary to address the concerns of partners, the benefits far exceed any challenges faced by either party, particularly when the end result can mean a healthier Canada.

Media involvement

The core of the Reach For It!/Allez-Y! campaign is advertising, which bears not only the Reach For It!/Allez-Y! logo but the endorsement of Health Canada as well. Communication vehicles used to date have been many and varied. One vehicle used to reach consumers is printed material available for purchase; retailers and health professionals across Canada are the primary purchasers. The materials are then distributed in retail outlets as well as community programmes executed by dietitians, nutritionists and public health nurses across Canada.

In June 1997 the Reach For It!/Allez-Y! programme reached a new phase and began to target women. Women constitute 85% of primary grocery consumers in Canada¹¹. The campaign sponsored three English and French language advertise-

ments in the Canadian women's magazines *Chatelaine* and *Modern Woman*. The advertisements feature female Olympians and their families encouraging consumers to eat 5–10 servings of fruits and vegetables each day. Each ad reached 3.5 million females, or 45% of the Canadian female adult population.

Communication to children is done primarily through *Mighty Muncher News*, a quarterly newsletter designed for children 6–12 years old and distributed through retail outlets and health professionals. Each issue of the newsletter reaches 150 000 children. The Mighty Muncher characters are used in other programme promotions as well.

Reach For It!/Allez-Y! also sponsors two annual in-store promotions that include interactive displays, consumer sampling and weekly flyers. CD-ROMs are available free of charge to retailers to help them prepare these promotions. Regional associations promote the Reach For It!/Allez-Y! message at local events and through billboard advertising.

Logo use and programme identity

A logo was the first component of the programme to be developed. Because Canada is officially bilingual, the logo is in both English and French (or in a bilingual format). The Reach For It!/Allez-Y! logo reflects the message and the images of *Canada's Food Guide to Healthy Eating*, including a rainbow representing the four food groups, the numbers 5 through 10 representing the number of servings of fruits and vegetables Canadians should consume and the words '5–10 servings of fruits and vegetables daily'.

As with other similar programmes, use of the Reach For It!/Allez-Y! logo is licensed to member companies free of charge, or to non-members who pay an annual licensing fee. Currently 190 companies are licensed to use the logo in their ads, on packaging or in other materials as decided. Licensees are required to sign a licensing agreement, which contains regulations governing usage of the logo.

Lessons learned

The purpose of the Reach For It!/Allez-Y! programme is to increase consumption of fruits and vegetables. Currently, the only measurement that exists to measure consumption is the national per capita disappearance figures produced by Statistics Canada. The commodities reported and the methodology to capture the statistics have changed recently so the programme has been able only recently to establish a benchmark for consumption. Now that this benchmark exists, it will be possible to monitor consumption to determine whether or not increases occur.

The range of partnerships that characterizes the programme has made it viable and effective: surveys indicate that 30% of all Canadians now recognize the Reach For It!/Allez-Y! message and logo. Association and industry partners have offered not only expertise but also considerable financial support; the scientific and governmental partnerships have given the programme credibility. Companies such as

Subway, which has been recognized for its innovative approach to promoting healthy eating, have pursued alliance with Reach For It!/Allez-Y! as a vehicle for achieving their goals. These efforts have produced measurable results, as demonstrated by surveys conducted by AC Neilson and Co. The programme has been designed to include increasing numbers and types of partners and to be adaptable to changing markets and expanding audiences.

An example of this adaptability is evidenced in the programme's recent refinement of its Reach For It!/Allez-Y! message. Although the Reach For It!/Allez-Y! slogan and logo will continue to be used, newly developed television and radio public service announcements will ask consumers the question: 'Are you getting enough?' A logo with this message has also been developed. A popular Canadian dietitian and cookbook author, Liz Pearson, serves as spokesperson for the new campaign.

The new campaign emphasizes the correlation between increased fruit and vegetable consumption and decreased risk of preventing cancer and heart disease. The campaign's objectives are to educate the public on the specific health benefits of increased fruit and vegetable consumption. The resulting social marketing campaign uses mass media, community outreach and educational opportunities to assist people in improving their eating habits. The campaign will emphasize the short- and long-term benefits of behaviour change rather than the negative consequences of current behaviour. It will target adult females, as they represent 69% of those making grocery-buying decisions and the daily cooking decisions for their families. A particular focus is being given to women aged 25–45 years, those with less than university education and of average income.

The message will be delivered via a variety of media, including public service announcement advertising (television, radio and print), brochures, in-store displays, retail grocery flyers, a website, media relations and community outreach to disseminate its message. A 1-800 telephone number, provided through the Canadian Cancer Society, will put consumers in touch with trained operators who will provide further information, referrals and pertinent literature. Regional public health offices will also play a vital role in disseminating information and providing literature to their constituents through school boards, public health units, workplace cafeterias and other centres. The programme launched in June 1999 with great success and is called '5 to 10 a Day, Are You Getting Enough?'

5 A Day-type initiatives in Germany and the UK

In Germany and the UK, efforts to introduce 5 A Day-type initiatives are in the preliminary stages. In 1997, the German Cancer Society, the German Society of Nutrition and Dole Foods joined together to initiate a 5 A Day-type programme in that country. Although there is no governmental partner, other possible partners (such as insurance companies) have expressed an interest in providing funding and other support. The primary targets of the effort are children between the ages of 6 and 12; while secondary targets are their parents and teachers. To cut costs, the German Cancer Society has chosen to adapt the materials (such as cook books),

strategies and themes of the US 5 A Day for Better Health Program to its own purposes and is using funds provided by the three partners to operate the programme.

Germany's primary vehicle for the 5 A Day message is their 'Nutrition School', which includes an instruction programme, school parties, prizes and media activities. Nutrition School materials are distributed to schools throughout the country. Other activities include a '5 A Day Funmobile', direct mail advertising and programming for Green Week, the most important agrarian exhibit in Germany. The programme also has adapted Dole Foods' 5 A Day Adventures CD-ROM for German use and is actively soliciting other partnerships to fund educational and public awareness campaigns.

In the UK, failure to consider the role of partnerships crippled an innovative approach to funding. In 1995, the UK's produce industry, funded largely by private contributions and a voluntary levy on vegetable and fruit producers, initiated a public relations effort that was spearheaded in large part by the Fresh Produce Consortium, an association of industry groups. The voluntary levy was an innovative and highly effective fundraising approach, but the initial success of the partnership was not expanded. Instead, with the \$750 000 that was raised, an advertising agency was hired to develop a cost-effective campaign, and the project moved out of the partners' hands. The agency's concept was a comedy roadshow, featuring an up-and-coming comedian. Not only was the roadshow a failure, but the industry supporters were less inclined to contribute funds for another effort. The programme's designers eventually realized that broader financial and other support would be needed, such as from the government, health organizations and industry, once industry's confidence in the programme has been restored. In the meantime, a new industry-based campaign, focusing on colour as a central theme, emphasized the answer to the question, 'Why do I want to eat more fruits and vegetables?' instead of emphasizing the answer to the question 'Why should one eat fruits and vegetables?'

This new approach, the tag-line of which was a more traditionally appealing 'Colours of Life', differed from the previous campaign in that it provided an umbrella theme under which industry partners could be encouraged to work together to promote their products. But it still lacked the support of the government and health organizations. In addition, the industry was wary to lend its support after the failure of the first effort, and the second effort was shut down due to a lack of funding.

The painful lesson learned in the UK was that the 5 A Day message is best conveyed in a broad-based effort that is conducted not only by private sources but that uses the resources, capabilities and credibility of industry and governmental entities as well. A new approach – one that targets children and features a video-based peer modelling approach – is in the planning stages.

Conclusion

The 5 A Day model, with its strong public–private partnerships and concise behavioural message, has appealed to both public health and industry stakeholders throughout the world. While the approach that various countries have taken in adapting the model differs, several common elements remain consistent throughout.

Countries that are more likely to utilize a 5 A Day-type initiative are ones that already have an established public health infrastructure and produce industry in place. Typically, the initiative originates with either the public or private sector working independently. Often as the programme evolves, another partner is brought in to strengthen and expand the intervention. What is clear through the analysis of anecdotal reports is that programmes are more likely to succeed if they have a broad range of partnerships that includes major players – the government, health organizations, industry and private enterprise. Each partner contributes a critical component, and together these partnerships provide adequate, long-range funding for ongoing efforts.

The task of bringing public and private partners together is often a difficult one and involves a great deal of trust and mutual respect. Generally, public health and private industry leaders rarely have opportunities to meet, much less collaborate. A joint endeavour such as a 5 A Day-type initiative provides a unique venue for their often divergent interests to intersect.

Among competing and often more pressing health concerns, nutrition often struggles to maintain priority. Even within the more narrow range of dietary behaviour concerns, increasing the consumption of fruits and vegetables may not be among a country's highest priorities. Despite these obstacles, numerous nations have begun to adopt, adapt and expand the 5 A Day message, promoting the consumption of fruits and vegetables not only for the purpose of reducing the occurrence of cancer but also to lower the risk of other chronic diseases, including heart disease and stroke.

One of the most important outcomes of international efforts will be an increased connection and cooperative effort between countries, scientists, industry representatives, educational specialists and more. Decades from now, the 5 A Day campaign may well be a global effort; a century from now, it may no longer be needed. As we become a more global society, international efforts – with their strong ties to the US programme – can only increase in momentum. New initiatives are constantly in development, and judging from the number of enquiries and requests for support and guidance that the US programme has received, within a few years the international picture is likely to have changed dramatically.

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